



US 20150199725A1

(19) **United States**(12) **Patent Application Publication**  
**Aaltonen et al.**(10) **Pub. No.: US 2015/0199725 A1**(43) **Pub. Date: Jul. 16, 2015**(54) **METHOD AND SYSTEM FOR DELIVERING  
ADVERTISEMENTS TO MOBILE  
TERMINALS****Publication Classification**(51) **Int. Cl.****G06Q 30/02** (2006.01)**H04M 15/00** (2006.01)(52) **U.S. Cl.****CPC** ..... **G06Q 30/0267** (2013.01); **H04M 15/61**  
(2013.01); **G06Q 30/0255** (2013.01)(71) Applicant: **Apple Inc.**, Cupertino, CA (US)(72) Inventors: **Janne Aaltonen**, Turku (FI); **Timo  
Ahopelto**, Helsinki (FI)(21) Appl. No.: **14/667,472**(22) Filed: **Mar. 24, 2015**(57) **ABSTRACT****Related U.S. Application Data**(63) Continuation of application No. 12/220,842, filed on  
Jul. 29, 2008, which is a continuation of application  
No. 12/157,390, filed on Jun. 10, 2008, now aban-  
doned.(60) Provisional application No. 60/936,644, filed on Jun.  
20, 2007.(30) **Foreign Application Priority Data**

Feb. 19, 2008 (GB) ..... 0802986.0

Method and system for targeted advertising of goods and services to users of mobile terminals, based for example on the users' profile. Goods and services are marketed to particular target groups of users sharing a common profile which may be selected to increase the likelihood of the users responding to the advertisements and purchasing the advertised goods and services. The common profile of users may be based on the amount of pre-paid credit available to each user. An advantage of such targeted advertising is that only advertisements for goods and services which particular users can afford, are delivered to these users.

